

TITLE:	HOME HEALTH CARE AND REHABILITATION PRODUCTS, EQUIPMENT AND SERVICES
SUBJECT COUNTRY(IES):	DENMARK
POST OF ORIGIN:	COPENHAGEN
SERIES:	INDUSTRY SECTOR ANALYSIS (ISA)
ITA INDUSTRY CODE:	MED
DATE OF REPORT (YYMMDD):	000731
DELETION DATE (YYMMDD):	030731
AUTHOR:	HENRIK WEGMANN
APPROVING OFFICER:	RIZWAN KHALIQ
OFFICER'S TITLE:	COMMERCIAL OFFICER
NUMBER OF PAGES:	16

INTERNATIONAL COPYRIGHT, U.S. & FOREIGN COMMERCIAL SERVICE AND
U.S. DEPARTMENT OF STATE, 2000. ALL RIGHTS RESERVED OUTSIDE OF THE
UNITED STATES.

SUMMARY

Home health care is a vital part of the overall Danish health care system, and is based on the policy that the elderly and incapacitated people should remain in their own home for as long as possible. Health care in Denmark, including home health care, is largely a public task with 85% of health care costs financed through taxes. This is the result of a century old Scandinavian social perspective, which has established not only a tradition for free medical care, but also the foundation for a strong Danish industry catering to the health care sector.

Products and equipment used for home health care and rehabilitation purposes are not identified statistically, but the total estimated market for medical equipment is just over \$375 million, of which direct U.S. exports account for close to 20%. Including U.S. brand exports from third-countries, the U.S. share of the total market is even higher. The import market, estimated at \$350 million, is almost of the same size as the total market in spite of a substantial local production. This is explained by local manufacturers exporting more than 90% of their production. Neither the total market nor the import market are expected to offer any real growth over the next few years. Home health care is also a services industry, and one which is increasingly being privatized and therefore offering opportunities at several levels. However, supervision and responsibility remains with the local authorities, just as personal care is still predominantly carried out by municipal staff. The service segment of home

health care is clearly a growth industry, but a U.S. company wishing to bid for a contract with a municipality would need to have a direct market presence to do so.

The Danish market is very transparent, open to new and foreign products and offers few, if any, non-tariff barriers. While this in one respect translates into easy market access, it does not suspend normal competitive mechanisms. Competition is fierce and the market small. The considerable resources often required for the successful introduction of a new product can therefore take longer to recoup than in larger markets. In some cases, a Danish importer will expect a U.S. manufacturer to share initial approval, advertising and promotion expenses. Particularly approval procedures should have the attention of U.S. exporters. While Denmark is a very open market, there are often a number of both national and particularly EU regulations that must be met. Regulations will vary depending on the type of product, but all medical devices sold in Denmark (and the rest of the EU) must be CE-marked according to the requirements of the EU Medical Devices Directive (MDD) 93/42 EEC.

Design is always important in Scandinavia, and a product that offers more than mere functionality will always have the best sales prospects. In many cases, it is also important that a product is designed specifically for a given function as opposed to being of a more general purpose.

1. MARKET OVERVIEW

The providing of health care in Denmark is, in principle, a public task with 85% of health care costs financed through taxes. This should be seen in perspective with the wealth sharing society policies, which have prevailed for almost the entire 20th century in all of the Scandinavian countries. The health care sector has 3 political and administrative levels, namely the State, the counties and the municipalities. The health care service is organized in such a way that responsibility for services provided lies with the lowest possible administrative level. Services can thus be provided as close to the users as possible, and it therefore follows that home care is the responsibility of the 275 Danish municipalities.

Home health care is a vital part of the overall Danish health care system. It is based on the policy that the elderly and incapacitated people should remain in their own home for as long as possible and desirable. This policy exists not only out of respect for peoples' preferences, but also because this approach has proved far less expensive than having people in hospitals and other institutions. The local municipalities provide home nursing free of charge, and it is the responsibility of the municipality to establish a depot free of charge in the recipient's home with all necessary equipment, appliances and aids.

Products and equipment used for home health care and rehabilitation purposes are not identified statistically as opposed to similar products used for other purposes. The total estimated market for medical equipment is estimated at just over \$375 million (DKK 3,000 million) in year 2000, of which direct U.S. exports account for close to 20%. However, when including U.S. brand products, exported to Denmark from third-countries, the U.S. share of the total market is even higher. The market for products and equipment is expected to increase only marginally, if at all, over the next few years and no more than by 2% annually. When appropriate, it is preferred to have equipment designed specifically as field technical aids, rather than simply using existing hospital/institutional equipment.

Home health care is also a services industry. Home health care is an integrated part of an overall government obligation to provide general home care for people in need of such,

including cleaning and shopping assistance. Practical home care has been privatized in many municipalities and is increasingly being so, although supervision and responsibility still lies with the local authorities. Personal care is still predominantly carried out by municipal staff, but privatization is making inroads in this segment, too.

There are no central statistics covering national home care and home health care services. However, the Copenhagen Municipality (much less than the Greater Copenhagen area) does issue some statistics. The Copenhagen Municipality has just under 10% of the population registered, but has a somewhat larger demand on social services than the national average. Therefore, in lack of national statistics, the below figures could be perceived as 10% of a total national demand.

Copenhagen Municipality Statistics (1998):

Total Population	487,969
Senior citizens (age 65+)	63,991
Number of people in nursing homes (or other sheltered dwellings)	7,529
Number receiving home care	22,254
- of which 80 years, or older	11,502 (average 3.6 hours per week)
- of which age 65-79	4,249 (average 4-5 hours per week)
- of which 66 years, or younger	3,144 (average 3.5 hours per week)

2. MARKET TRENDS

(1-2 Pages)

Two factors are currently reshaping the Danish home health care system. First, people in need of care are increasingly being cared for in their own home. Second, the entire sector is moving rapidly towards privatization and is thereby creating a whole new services industry.

For decades, Denmark has taken pride a well-functioning, public health care system. However, the system now seems increasingly unable to cope with the demands put upon it. The lack of capacity has created substantial waiting lists at hospitals. In response, hospitals, which are primarily administrated and funded by the counties, return patients to their homes much earlier than before and in a lesser state of health. This places far greater demands than ever before on the home health care system, which is administrated and funded by the municipalities. At the same time, the number of older people is increasing both in absolute number and relative to the total population, thereby further increasing the demand for home health care. To cope with this increasing demand – and because the political agenda is changing – privatization is playing an increasing role in home health care. This phenomena that was unknown only a decade ago, and it would therefore be correct to say that a whole new private service industry has been created.

The future will bring three types of providers of home health care . There will be local government (municipalities), private industry, and joint ventures between the two. At least in an intermediate period of 3-5 years, many expect the joint venture model for privatization to become the most prevailing. This will allow an open bidding procedure for the services, while the local authorities maintain a hands-on expertise in the field.

For private industry, a unique Danish reimbursement system on services provides a further incentive to enter this market. The system allows companies with contracts to provide home

health care services, to offer the recipients a bouquet of optional extra (non-health related) services such as additional cleaning, shopping, gardening, etc. The Government will refund the company half the invoiced amount – up to a certain maximum hourly rate – thereby essentially allowing the company to sell its services at half price.

In addition to private companies being invited to bid on contracts to provide daily service, a number of companies have also been established to provide human resources to the sector on a contract basis. Many nurses and other trained staff simply prefer the flexibility of working through agency on limited assignments rather than being steadily employed directly with a municipality (or a private company).

The market for home health care equipment and products is largely affected by the same factor which characterizes health care as a whole, namely inadequate public budgets. Field technical aids therefore tend to have longer lives than previously, and as a market is a non-growth one. A number of local authorities have even introduced schemes for reusing certain types of technical aids such as adjustable beds, wheelchairs and walking aids. Reuse means that technical aids are returned after use and restored. A user may not apply for a completely new technical aid if the municipal or county services already have a used aid available. This scheme helps to ensure that existing technical aids are more effectively utilized. From the vendors' point of view, it obviously reduces demand.

3. IMPORT MARKET

The total Danish import market for health care and medical equipment is estimated at \$350 (DKK 2.8 billion) for 2000, or almost as much as the \$375 million total consumption. Denmark itself has a very large production of medical equipment which is estimated to have a value of about \$700 million (DKK 2.7 billion) in 2000. Although the value of local production is almost twice that of the total national consumption, the competitive impact on the market is less significant than such values would indicate. Most importantly, more than 90% of total local production is exported. Also lessening the competitive impact is the fact that Danish production is concentrated on relatively few product categories. Hearing aids, diagnostic equipment and apparatus, and colostomy and ureterostomy bags and products alone account for more than half of total production. However, Danish production does encompass virtually all products used in the health care industry and local production does play an important role in meeting total demand. This relates particularly to the home care segment, where Danish industry is particularly strong in mechanical aids for disabled.

Still, in spite of some re-exports, an import value almost on par with total demand really speaks for itself in terms of the importance of imports. Major supplier nations are the surrounding immediately countries Sweden, Germany and the U.K., and the U.S. These four supplier countries alone account for two thirds of total imports, with the U.S. having the largest share, namely 18%. The remaining three countries each have a share around 15%.

It follows from the above that U.S. health care exports to Denmark are an estimated \$65 million (DKK 500 million) in year 2000. However, this figure may turn out to be a little optimistic as the combination of a high dollar/krona exchange rate in year 2000, and stagnating or even reduced public health care budgets may have a negative effect.

The following American health care companies maintain a direct market presence in Denmark through fully owned subsidiaries:

Alberto-Culver (Cederroth A/S)
Personal care, health care, wound care, cleaning products.

Baxter Health Care Corp. (Baxter A/S)
Medical equipment, sterile devices, electronic equip. & pharmaceuticals.

ConvaTec, A Bristol-Myer Squibb Co. (ConvaTec)
General nursing care products, disposables.

Cabot Safety Corp. (Aearo)
Hearing protection, safety glasses, face shields.

Hollister, Inc. (Hollister Danmark A/S & Dansac A/S)
Incontinence products, surgical disposables and bandages, wound and stoma care products.

Kimberly-Clark Corp. (Kimberly-Clark Nordic)
Tissue products, protective and safety suits.

Minnesota Mining and Manufacturing Co. (3M Hospital Supply A/S)
Tapes, dressings, drapes, electrodes, stethoscopes, synthetic castings, implantables, etc.

Pfizer International Inc./Howmedica Div. (Howmedica International)
Orthopaedic implants, instruments and accessories.

Phonic Ear, Inc. (Phonic Ear International A/S)
Communication aids, voice synthesizer, speech therapy units, trainers, auditory.

Tyco International Ltd./The Kendall Co. (Kendall/Sherwood-Davis & Geck)
Hospital supplies, sutures, disposables, etc.

4. COMPETITION

In addition to the above mentioned fully owned U.S. subsidiaries, a number of U.S. medical companies are represented by Danish agents and distributors. Identifying the best local representative and persuading such a company to distribute ones products is probably the sharpest competitive edge one can find. This is probably also where competition from third country suppliers will be fiercest. Successful market entry can entail both expensive approval procedures, advertising and other promotional activities. This can be very costly, and since the total market is relatively small, a U.S. manufacturer should not automatically expect a competent and reputable Danish importer to absorb this cost. Initial financial burden sharing may therefore be a prerequisite to finding the right importer. Once a distribution channel has been established, there will rarely be "hard-sell" situations. General competitive factors such as quality, price, promptness of delivery, design, marketing effectiveness, and availability of service are may sound obvious, but these are the which determine the success of a supplier in Denmark. Danish end-users are relatively open to new products, but highly demanding in regard to the quality.

The supply of technical aids and many other supplies for home health care is carried out by both the municipalities and the counties. All counties have technical aids centers which offer advice, information and training to local authorities, hospitals, institutions, user organizations and individuals. Technical aids are displayed at the technical aids centers and there are also

demonstration rooms which are used by mediators and users in the region. The technical aids on show are often made available by manufacturers. This arrangement benefits both parties: the manufacturers are able to have their products on permanent display for both end-users and other decision makers. The arrangement also allows the technical aids centers to provide the service it is to display a varied range of technical aids, often the latest models, and at the same time have these products tested and evaluated. While catering to these centers are of obvious importance, it is worth remembering that the municipal councils have the both prime responsibility and direct contact with the end-users. The majority of Danish municipalities employ a large staff, not only of nurses and other home care assistants, but also many occupational therapists and physiotherapists. These are often specially trained in the fields and applications for which many products are used. Seeking their attention and approval can be as important a competitive factor as servicing the technical aids centers.

A U.S. company wishing to bid for a home care/home health care service contract with a municipality will need to establish a direct market presence and to produce references from customers in related service segments.

5. END-USERS

The final end-user is a person in need of equipment or materials, either as part of a health care treatment process or as a result of a temporary or permanent failing health condition. Such equipment and materials can be obtained in a variety of ways and from a variety of sources.

One important institution on a products way from the importer to the end-user is the "Technical Aid Centers" (Hjaelpemiddelcentralerne). These centers are not central warehouses with a stock of equipment and materials. It is a uniform name for the function of an office found in 20 counties. The role of these offices is to assist, recommend and order equipment and materials on a case-by-case basis. To do so, they maintain a variety of products and equipment on display. Both end-users and all segments of the Danish public health care system relies on recommendations from and purchases through these offices. A U.S. exporter should therefore, ensure that a potential importer is capable of establishing a solid product profile with these offices.

6. SALES PROSPECTS

The design of a product always plays an important role, and products that offer more than mere functionality will always have the best sales prospects. In many cases, it is also important that a product is designed specifically for a given function as opposed to being of a more general purpose nature.

7. MARKET ACCESS

Rarely will it be possible for a U.S. manufacturer to sell directly from the U.S. to an end-user or an institution. Market presence is essential, either through a subsidiary or, as in most cases, through an importer or an importing agent. A partial list of importers is provided in section 8 of this report. A manufacturer of a compatible product can also be an ideal representative and this dual function is not uncommon in this particular industry. Under all circumstances, introducing a new product successfully can require considerable resources, and Danish importers will frequently expect the U.S. manufacturer to share initial advertising and promotion expenses.

Denmark is a country essentially with any natural resources and therefore relies heavily on foreign trade. As a result, there are no obvious, unique non-tariff barriers to foreign manufacturers and market offers easier access than perhaps any other country in the world. Import duty tariffs, which are shared with all other EU countries, are generally low, typically ranging from zero to 4%. Once cleared by customs in one EU country, goods may move freely within the EU. In addition to the import duty, all goods are subject a 25% Value Added Tax (VAT) calculated on the landed (c.i.f.) cost plus the duty. VAT applies on a non-discriminatory basis to all goods, whether imported or locally produced.

Although Denmark is in most respects a very open market, there can be a number of both national and EU regulations that must be met. The regulations that apply will depend on the type of product. All medical devices sold in Denmark and the rest of the EU must be CE-marked according to the requirements of the EU Medical Devices Directive (MDD) 93/42 EEC. The purpose of the marking is to ensure that products sold legally in Europe, meet all applicable standards. A special category of standards are the Harmonized European standards, which fully or partly cover the essential requirements of the Medical Devices Directive. As examples, the EN 60601-1-1 covers all electrical safety requirements, whereas EN 60601-1-2 covers all EMC requirements for medical devices. Sterilization requirements are covered by the series EN 550, 552, 554, 556, and clean room production is covered by EN 46001/2 quality standards. The Medical Devices Directive is unique, because it automatically covers the requirements of other directives such as the EMC, Low Voltage, and Machinery Directives. Information about applications, directives, EU standards, approval requirements, can be obtained from either the Danish Medicines Agency or The National Board of Health.

Household and standard electric power in Denmark is 220 volts-50 cycles and 380 volts are used for major appliances and machinery.

8. KEY CONTACTS

Note: Telephone and Fax Country Code for Denmark is [+45]. There are no city codes, and all numbers are 8 digit.

A. Host Government.

Ministry of Health
(Sundhedsministeriet)
Holbergsgade 6
DK-1057 Copenhagen K.
Tel: 33 92 33 60
Fax: 33 93 15 63
E-mail: sum@sum.dk
Web: www.sum.dk

The National Board of Health
(Sundhedsstyrelsen)
Amaliegade 13
P.O. Box 13
DK-1012 Copenhagen K.
Tel: 33 91 16 01
Fax: 33 93 16 36
E-mail: sst@sst.dk

Web: www.sst.dk

(The NBH is the supervisory authority for the implementation of health related rules and regulations in Denmark.)

Ministry of Social Affairs

(Socialministeriet)

Holmens Kanal 22

1060 Copenhagen K.

Tel: 33 92 93 00

Fax: 33 93 25 18

E-mail: sm@sm.dk

Web: www.sm.dk (No English version)

Association of County Councils in Denmark

(Amdsraadsforeningen)

Dampfaergevej 22

2100 Copenhagen O.

Tel: 35 29 81 00

Fax: 35 29 83 00

E-mail: arf@arf.dk

Web: www.arf.dk

(This association represents the interests of the 14 Danish counties. Health care, primarily the management and supervision of hospitals and practicing doctors, is one of the most important areas of responsibility for the counties.)

The National Association of Local Authorities in Denmark

(Kommunernes Landsforening)

Gyldenloevsgade 11

1600 Copenhagen V.

Tel: 33 70 33 70

E-mail: kl@kl.dk

Web: www.kl.dk

(This is the association of municipalities in Denmark. The municipalities spend what amounts to 31% of GDP (\$173 billion in 1999), or about \$60 billion.

The Danish Medicines Agency

(Laegemiddelstyrelsen)

Frederikssundsvej 378

DK-2700 Bronshøj

Tel: 44 88 91 11

Fax: 44 91 73 73

E-mail: dkma@dkma.dk

Web: www.dkma.dk

(The competent authority regarding medical devices; registration of Class I products; and post-market surveillance.)

Danish Medical Devices Certification

(Dansk Godkendelse af Medicinsk Udstyr, DGM)

Kollegievej 6

DK-2920 Charlottenlund

Tel: 39 96 64 00; Fax: 39 96 64 01

E-mail: dgm@ds.dk

Web: www.dgm-nb.dk

(DGM is the Danish Notified Body carrying out certification of medical devices in accordance with EU requirements for CE marking. DGM was established as an alliance between several Danish Government institutions plus Demko, a fully owned subsidiary of Underwriters Laboratories (U/L).)

B) Associations and Organizations

The Danish Association of Disabled People

(Dansk Handicap Forbund)

Hans Knudsens Plads 1 A.

2100 Copenhagen O.

Tel: 39 29 35 55

Fax: 39 29 39 48

E-mail: dhf@dhf-net.dk

Web: www.dhf.net.dk

The purpose of the association is to improve living conditions for disabled, and to seek support and understanding among politicians and in the public. It has 14,000 members.

Danish Medical Device Association

(Dansk Forening for Medicinsk Udstyr, DMDA)

Strodamvej 50 A

DK-2100 Copenhagen O.

Tel: 39 20 15 15

Fax: 39 20 15 11

E-mail: dmda@dmda.dk

Web: www.dmda.dk

(DMDA is a trade and industry organization, catering to companies in Denmark which develop, manufacture, sell or otherwise take an interest CE-marked medical devices. It was established in 1978, has 38 members. The members represent 13,000 employees and close to \$2 billion in sales of which 90% is exported.)

Danish Rehabilitation Group

Nygade 1 B

DK-8600 Silkeborg

Tel: 86 81 38 88

Fax: 86 81 31 14

E-mail: export@dega.dk

Web: www.dega.dk

(Danish Rehab Group is a chapter of the organization Danish Export Group Association (DEGA) with almost 400 members. The Rehab chapter has 90 members, mostly Danish manufacturers of health care equipment and products, and the web site offers direct links to many of these. Rehab also imports and distributes foreign made products. It is the organizer of the twin-trade shows "Hospital" and "Rehab" taking place annually in May.

Hjaelpemiddelinstittutet

Gregersensvej

2630 Taastrup

Tel: 43 99 33 22

Fax: 43 52 70 72

E-mail: hmi@hmi.dk

Web: www.hmi.dk

(An information and resource center. Works towards integration of and equal opportunities for disabled. Works nationally and internationally with disability organizations, public authorities, institution, research centers and private industry.)

C. Importers of Equipment and Supplies

Adaco A/S

Transformervej 16

2730 Herlev

Tel: 44 57 58 59

Fax: 47 57 58 60

E-mail: vh@consiva.dk

Web: www.consiva.dk

Contact: Mr. Hugo Rosendahl, Managing Director

(Adaco is the medico division of a mass merchandising company, Consiva, employing a sales staff of about 100. Adaco imports and sells incontinence and wound related products to the health care sector as well as to pharmacies and OTC outlets.)

Danpleje A/S

P.O. Pedersensvej 29

Skejby

DK-8200 Aarhus N.

Tel: 86 109 109

Fax: 86 109 209

E-mail: info@danpleje.dk

Web: www.danpleje.dk

Contact: Mr. Bent Jorgensen, Managing Director

(Danpleje was established in 1985 and employs 15. It imports and sells health care consumables.)

Dan Rehab A/S

Messingvej 13-15

8900 Randers

Tel: 86 44 73 55

Fax: 86 44 77 70

E-mail: info@danrehab.dk

Contact: Mr. Lars Jeberg, Managing Director

A manufacturer of custom made technical aids for institutions and home care for the handicapped.)

Dansk Telekommunikation A/S

Oerstedvej 9

8600 Silkeborg

Tel: 86 81 09 11

Fax: 86 81 43 47

E-mail: info@dtk-online.dk

Web: www.dtk-online.dk

(Supplies communication systems and other person-to-person, or alarm related electronic equipment to hospitals, nursing homes and private homes receiving continuous home health care services. Employs 50 and is part of a larger group of companies, ultimately Swiss owned.)

DEMA A/S

Jydeholmen 15

DK-2720 Vanlose

Tel: 38 71 80 00

Fax: 38 71 80 07

E-mail: dema@image.dk

Web: www.dema.dk

Contact: Mr. Dennis Madsen, Managing Director

(Imports a variety of hospital equipment and supplies. Established in 1976 and employs 15.)

Etac A/S

Prallelvej 1

8751 Gedved

Tel: 79 68 58 33

Fax: 75 66 58 40

E-mail: info@etac.dk

Web: etac.dk

(Etac imports and distributes equipment to improve and facilitate personal mobility, including wheel chairs, lifts, beds and bath room equipment.)

G2 A/S

Jegstrupvej 68

8361 Hasselager

Tel: 86 28 60 88

Fax: 86 28 65 88

E-mail: info@g2.dk

Web: www.g2.dk

G2 imports and distributes products and equipment to enhance personal mobility, including wheel chairs. U.S. representations include Sunrice Medical and Jay Medical.)

Handi Mobil Herning

Industriparken 4

7400 Herning

Tel: 97 12 96 22

Fax: 97 12 96 33

E-mail: handi@handi.dk

Web: www.handi-mobil.dk

(Company has specialized in custom building vehicles for handicapped and in importing products related hereto. Represents Q'Straint, USA.)

Immedia A/S

Lergravsvej 63

2300 Copenhagen S.

Tel: 59 29 13 00

Fax: 59 29 10 50

E-mail: info@immedia.dk

Web: www.immedia.dk

A manufacturer and importer of patient handling equipment and incontinence products. Has several European and one Canadian representations.)

Inter Care Scandinavia A/S

Sundtoldvej 8H

3000 Helsingør

Tel: 49 20 33 66

Fax: 49 20 33 89

E-mail: ic@intercare.dk

Web: www.intercare.dk

Contact: Mr. Dennis Winther Jorgensen, Managing Director

(Imports a broad program of products and equipment to ease moving and handling patients.

Has several European representations.)

Kebo Care A/S

Jernholmen 41

DK-2650 Hvidovre

Tel: 36 39 80 00

Fax: 36 39 80 20

E-mail: info@kebo-care.dk

Contact: Mr. Anders Gullov, Managing Director

(Kebo-care was established in 1990 and imports technical aids for lifting and moving

patients. U.S. representations include ROHO International, Inc.)

Kjaerulf A/S

Orkebyvej 6

DK-5450 Otterup

Tel: 64 82 15 35

Fax: 64 82 14 49

E-mail: post@kjaerulff.com

Web: www.kjaerulff.com

Contact: Mr. Torben Frandsen, Managing Director

(An importer of health care products with a variety of foreign representations, including

North Coast, USA. Primary product areas are handicap aids, nursing articles and foot care

products.)

Axel Madsen A/S - Lohmann Forbindstoffer A/S

Højnaesgaard

Gongehusvej 252

DK-2950 Vedbæk

Tel: 45 89 02 25

Fax: 45 89 02 29

Contact: Mr. Gert Axel Madsen, Managing Director

(Importer of hospital and nursing consumables. Employs 10 people.)

NEBA A/S

Baldersbuen 17

2640 Hedehusene

Tel: 46 59 01 77

Fax: 46 59 01 97

E-mail: neba@neba.dk

Web: www.neba.dk

(Company was established in 1987 and employs 20. It imports a variety of products to ease personal mobility in and around the home.)

Netti A/S

Sondergade 74

8000 Aarhus C.

Tel: 86 13 05 88

Fax: 86 13 05 56

E-mail: info@netti.dk

Web: www.netti.dk

Contact: Mr. Torben Bech, Managing Director

(Netti manufacturers aids for incontinence patients. Is also an importer of related products from two Swedish manufacturers. Company was established in 1955 and employs 20.)

New Care

Slarisdal 36

8700 Horsens

Tel: 75 61 05 44

Fax: 75 63 06 16

(New Care acts as a sales organization for Danish and foreign manufacturers of home health care products.)

Power Sport A/S

Blytaekkervej 11

8800 Viborg

Tel: 86 60 16 66

Fax: 86 60 16 67

E-mail: bb@powersport.dk

Web: www.powersport.dk

(Power Sport is an importer of a variety of mechanical aid equipment, rehabilitation equipment as well as consumables. US representations include HydraFittnes, Saunders, Serola, Whitehall, Henley and Mettler.)

Power Wheels

Vennervej 24

6970 Lem St.

Tel: 97 32 10 18

Fax: 97 32 21 22

E-mail: power-wheels@mail.tele.dk

Web: www.power-wheels.dk

(Imports and distributes products and equipment to enhance personal mobility, including wheel chairs.)

Procare

Stenmosevej 22-24

2620 Albertslund

Tel: 43 62 62 43

Fax: 43 62 65 43

E-mail: procare@procare.dk

Web: www.procare.dk

(Procare imports and distributes more than 1,500 different technical aid products to ease domestic functions in kitchens, bath rooms and elsewhere in the house. Also carries a wide program of consumables and therapist products. US representations include Orthologic, North Coast Medical, Sammons Presto and Hygenic.

ProTerapi A/S

Sdr. Ringvej 39

2605 Brøndby

Tel: 43 44 42 00

Fax: 43 44 40 05

E-mail: pt@proterapi.dk

Web: www.proterapi.dk

Carries a broad range of therapy and rehabilitation products and equipment. US representations include Kaye Products and Chattanooga Group.)

Reporto

Industriparken 12 A.

7182 Bredsten

Tel: 75 88 15 00

Fax: 75 88 11 11

E-mail: reporto@reporto.dk

Web: www.reporto.dk

An importert and distributor of footwear for people with special needs.)

Ropox A/S

Ringstedgade 221

4700 Naestved

Tel: 55 75 05 00

Fax: 55 75 05 50

E-mail: info@ropox.dk

Web: www.ropox.dk

(Ropox was established in 1962 and manufactures furniture a range of other technical aids and rehabilitation products of metal. Company also has foreign representations.)

Sahva A/S

Borgervænget 5-7

2100 Copenhagen O.

Tel: 39 18 26 11

Fax: 39 18 13 60

E-mail: info@sahva.dk

Web: www.sahva.dk

(Sahva is a company operated by and for disabled. Activities and product range spread from the hand-making of shoes, the construction of special application vehicles and marketing of virtually all types of technical aids for the disabled to training and other services.)

Scanbio

Klosterengen 137 A.

4000 Roskilde

Tel: 46 37 45 99

Fax: 46 37 46 79

E-mail: scanbio@inet.unit2.dk

Web: www.scanbio.dk

(Scanbio is a supplier of technical aids to the Danish health care and home health care sector. Product range includes anti contracture products, bedding products and a number of toilet products for disabled people.)

Scandinavian Mobility A/S

Sdr. Ringvej 39

2605 Brøndby

43 45 67 00

Fax: 43 45 67 01

E-mail: sm-dk@scanmob.com

Web: www.scanmob.com

Fully owned subsidiary of US Invacare Corporation. Manufacturers wheel chairs, bed and seating systems and hoists.

Simonsen & Weel's Eftf. A/S

Erik Husfeldts Vej 2

2630 Taastrup

Tel: 43 55 55 00

Fax: 43 71 89 00

E-mail: info@sw.dk

Web: www.simonsen1stop.com

Contact: Mr. Ulf Jungberg, Managing Director

(Company was established in 1817 and employs 120 people. It acts as an importing wholesaler of a broad range of products for hospitals and general health care.)

Vicare Medical A/S

Birkerød Kongevej 150-B

DK-3460 Birkerød

Contact: Mr. Knud Andersen, Managing Director

Tel: 45 82 33 66; Fax: 45 82 33 65

9. UPCOMING TRADE SHOWS

Trade Show: REHAB '01
(Rehabilitation Exhibition for disabled people, nursing and hospitals.)

Date: May 15-17, 2001

Location: Dr. Margrethe Hallen, Fredericia

Organizer: Danish Rehabilitation Group
Nygade 1 B
8600 Silkeborg
Tel: 86 81 38 88
Fax: 86 81 31 14
E-mail: export@dega.dk
Web: www.dega.dk